



# DoD Office of Small Business Programs



## Department of the Navy Webinar Series

January 12, 2021



# DoD OSBP Speaker



**Ms. Vicky Mundt**  
**Associate Director**  
**DoD OSBP**

As an Associate Director for the Department of Defense Office of Small Business Programs, Ms. Mundt leads various aspects of the program, including external relations and the Mentor-Protégé Program.

Prior to joining the DoD OSBP, Ms. Mundt served in a variety of positions in the Office Entrepreneurial Development at the U.S. Small Business Administration. She was the Director of Entrepreneurship Education, Deputy Associate Administrator for the Office of Small Business Development Centers and a financial manager.

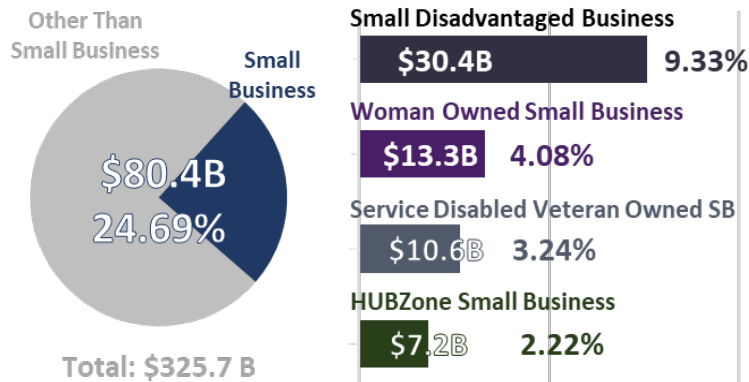
Ms. Mundt is a retired Navy Captain where she served for 26 years in a number of leadership positions in Navy Medicine headquarters and Navy Hospitals.



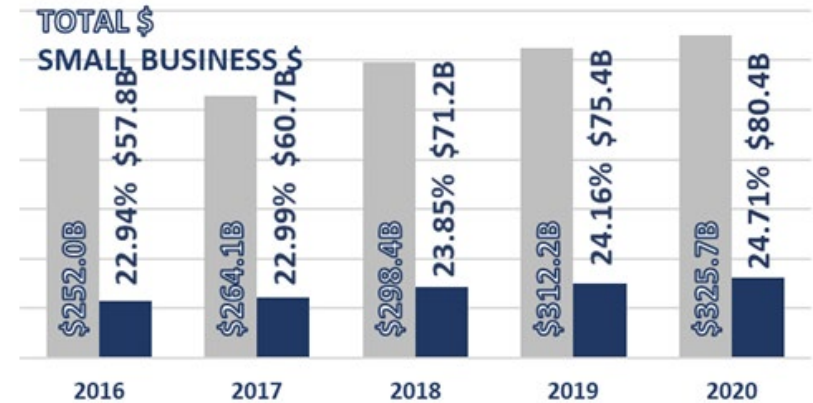
# DoD Small Business Overview FY 2020



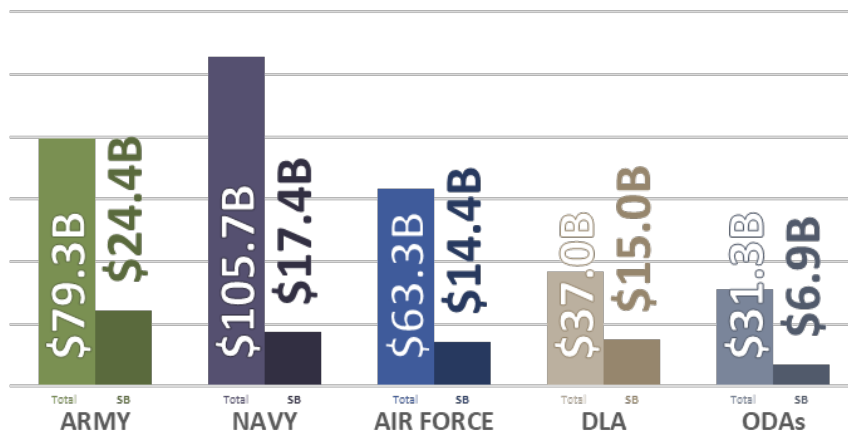
## DoD FY 2020 Small Business Performance



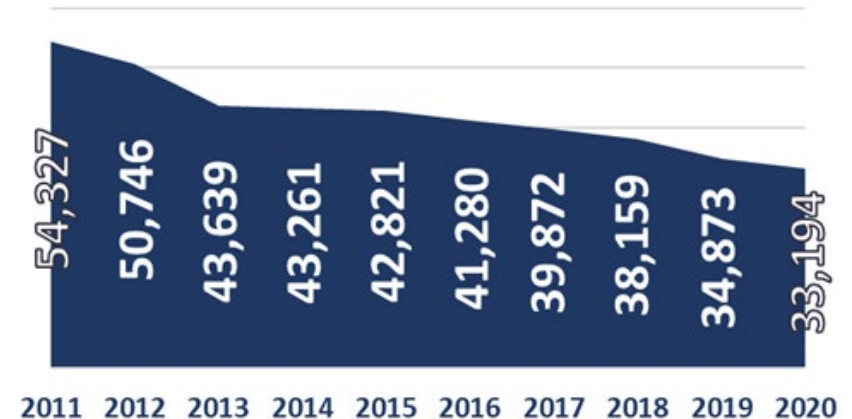
## DoD FY 2016 - 2020 Small Business Performance



## DoD FY 2020 by Component/Agency



## Ten Year Defense Small Business Industrial Base





# Our 'Why'



- Maximize small businesses' opportunities
- Small businesses are critical
- Backbone of the American economy



# Small Business Strategy

## *Strategic Objectives*



### **SO 1: Implement a Unified Management Structure**

- Assessing and aligning priorities across DoD's stakeholders
- Developing DoD's small business workforce
- Identifying opportunities for overall enhancement

### **SO 2: Align DoD's Small Business Activities with National Defense Priorities**

- Workforce Education and Development
- Maximizing Use of Existing Programs/Authorities (Innovation & Commercialization)
- Maximizing Use of Existing Programs/Authorities (Manufacturing & Sustainment)

### **SO 3: Strengthen DoD's Ability to Support Small Business**

- Engaging on Policy and Process
- Utilizing Tools, Technologies, and Data
- Improve Outreach and Communications
- Address Small Business Cybersecurity Challenges
- Protect Small Business Intellectual Property



# Industrial Policy

## *COVID-19 Response*



- Industry Association Calls
  - 15 Key Industry Associations representing 3 million companies
- CARES Act
  - Entered agreements for over \$664 million in defense industrial base investments
  - \$236 million in shipbuilding \$252 million in the aircraft sector
- U.S. International Development Finance Corporation
  - \$100 million to provide loans





# Office of Small Business Programs

## *COVID-19 Response*



- Webinar Series
  - 9 Webinars reaching over 4,000 small business participants
- Website Updates
  - COVID-19 Small Business Resources
  - Collated Small Business Event Page From Across DoD
- Social Media as a communication tool
  - Facebook - @BusinessDefense
  - Twitter - @BusinessDefense



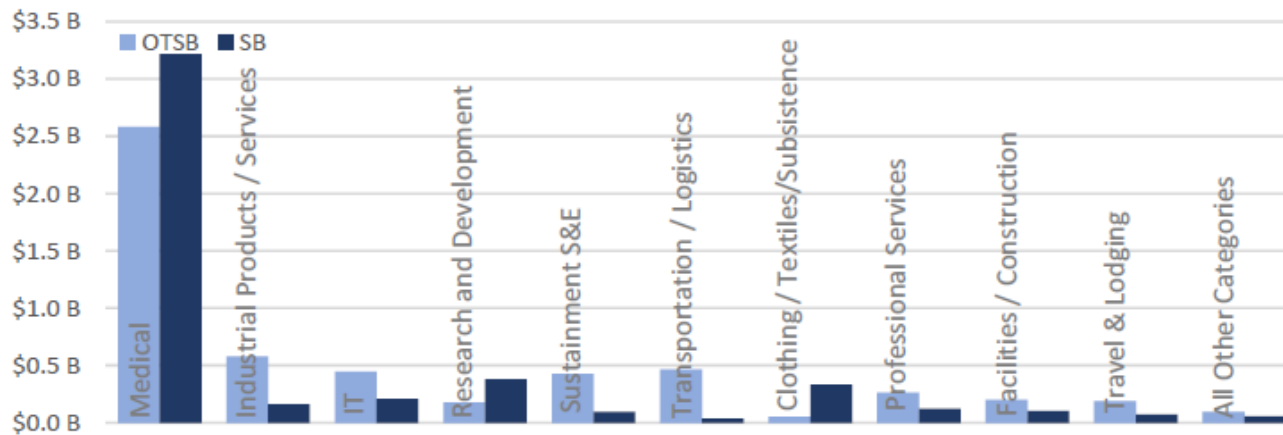
# Defense Industrial Base

## COVID-19 Response



- \$10.26 billion to help support the federal COVID-19 effort
- \$4.78 billion went to small businesses (46.62%)

DoD COVID - 19 Obligations by Category



DoD COVID - 19 Obligations by Component/Agency



Component/Agency	Total	SB \$	SB %
ARMY	\$4.9B	\$2.1B	42.77%
DLA	\$2.6B	\$1.7B	66.61%
AIR FORCE	\$1.5B	\$575.4M	37.39%
NAVY	\$589.7M	\$135.6M	22.99%
DISA	\$246.4M	\$108.4M	43.99%
DHA	\$173.6M	\$81.7M	47.08%
All Other Agencies	\$225.4M	\$70.9M	31.44%





# Cybersecurity Requirements



- DOD released an interim rule on September 29, 2020 that created two distinct cyber compliance regimes for DOD contractors
- The interim rule became effective December 1, 2020
- Contractors will be required to undergo an assessment process to ensure compliance with NIST SP 800-171, ranging from a Basic Assessment to a Medium or High Assessment
- As of December 1, 2020, DOD is including two new DFARS clauses in DOD contracts, which require that contractors perform Assessments and submit scores as a condition of award



# Cybersecurity Requirements

- The DOD Office of Small Business Programs has partnered with several organizations to expand small business access to information related to the coming cybersecurity requirements/ changes to the Defense Acquisition Regulation Supplement (DFARS)
  - US Cyber Command & Training
  - Project Spectrum & Cybersecurity Maturity Model Certification (CMMC)
    - <https://projectspectrum.io/>
  - National Security Agency & The Cybersecurity Education Diversity Initiative (CEDI)



# DoD Mentor Protégé Program (MPP)



- What is the MPP?
- In 5 Years, DoD's MPP has successfully helped more than 190 small businesses.
- Many mentors have made the MPP an integral part of their sourcing plans.



# Indian Incentive Program (IIP)



The Indian Incentive Program (IIP) is a congressionally sponsored program that provides a 5 percent rebate to a prime contractor on the total amount subcontracted to an Indian-owned Economic Enterprise or Indian Organization per DFARS Clause 252.226-7001.



# What Small Businesses Need to Know



**Are you a small business interested in working for the Department of Defense (DoD)?**

Pursuing DoD contracts is not for everyone:

- Expect to spend up 18 months of planning before winning the first contract
- Becoming procurement ready includes:
  - Identifying potential opportunities and marketing to potential clients,
  - Developing proposals, and
  - Complying with DoD rules and implementing contracts
- Several government resources and tools can help you win your first DoD contract



# Winning Your First DoD Contract

## 10-STEP PROCESS



- 1 Enlist Your Support Network
- 2 Understand the Rules
- 3 Register in SAM
- 4 Target Your Market
- 5 Create a Capabilities Statement
- 6 Identify Prime Contracting & Subcontracting Opportunities
- 7 Pound the Pavement
- 8 Bid on Your First Contract
- 9 Win Your First Contract
- 10 Provide Stellar Performance





# Enlist Your Support Network



DOD's support network serves you. These program resources help small businesses do business with the DOD and the federal government. There are also resources for specific socioeconomic categories to include veteran and women owned small businesses.

## DOD Resource

- **The Procurement Technical Assistance Program (PTAP)** helps small businesses compete for and execute DOD and federal contracts through 94 nationwide Procurement Technical Assistance Centers (PTACs). Most PTAC services are free. Find your local PTAC at: <https://www.dla.mil/SmallBusiness/PTAP>

## SBA Resources

- **Small Business Development Centers (SBDCs)** provide free one-on-one training in business plan development, finance and marketing.
- **SCORE** holds events across the country to match entrepreneurs with local, volunteer mentors.



# CONNECT



[business.defense.gov](https://business.defense.gov)



[osd.business.defense@mail.mil](mailto:osd.business.defense@mail.mil)



[facebook.com/businessdefense](https://facebook.com/businessdefense)



[@businessdefense](https://twitter.com/businessdefense)



“*A patriotic passion to serve small businesses that protect the warfighter.*”



# Thank you!



# Q&A